

Rep Order# 9790984 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 49218

Printed: 08/23/2012 1:30 PM
Last Received: 08/23/2012 12:09 PM
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product CROSSROADS GPS
Estimate# 1217
Buyer ANNE BRAUNSCHEIDEL
Phone#
Fax#

Agency () MENTZER MEDIA SERVICES
600 FAIRMOUNT AVE, SUITE 306
TOWSON, MD 21286
Agency C/P1/P2/E //1217
Flight Dates 08/15/2012 - 08/21/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED ORDER. NOTE-WILL MKGD LINE 24 ON CURRENT SKED. PLS
CNF

WAS 80 400
- 1,200
- 350

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*24	M-TU	7P-730P	INSIDE	:30	\$1,200.00	08/20-08/21	1	1	1	\$1,200.00	
				Sales Remark: V3 1X NA								
				V3 Comment Changed, Spots/week Changed								

---REPORT TOTALS---

Report Totals: 1 / \$1,200.00

---SALES MONTHLY TOTALS---

Aug 12: 63 / \$84,250.00
Sales Totals: 63 / \$84,250.00
Station Totals: 63 / \$84,250.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$205,488	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	35%
		WKRC	41%	WLWT	16%	WSTR	0%	WXIX	8%		

Books null
Demos RA35+

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Rep Order# 9790984 Ver# 2 Status Returned
EC'd Yes

Traffic Order# 49218

Printed: 08/22/2012 10:32 AM
Last Received: 08/14/2012 9:48 AM
Showing Buylines: All Rep & Sta Revised Lines

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--- REMARKS ---

pls see line 24 mg this weekend
t/r
lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*24	M-TU	7P-730P	INSIDE	:30	\$1,200.00	08/20-08/21	2	1	2	\$2,400.00	
		Station Remark: V2 1x na 8/20 mg sat 8/25 7-8p 1x @ 600.00 & 1x 6-630p news @ 600. 8/25										

---REPORT TOTALS---

Report Totals: 2 / \$2,400.00

---SALES MONTHLY TOTALS---

Aug 12: 64 / \$85,450.00
Sales Totals: 64 / \$85,450.00
Station Totals: 64 / \$85,450.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$208,415	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	35%
		WKRC	41%	WLWT	16%	WSTR	0%	WXIX	8%		

Books null
Demos RA35+

Rep Order# 9790984 Ver# 2 Status Returned
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Traffic Order# 49218

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Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

Connell II, Jim

From: dmcullah@wkrc.com
Sent: Friday, August 17, 2012 4:19 PM
To: Connell II, Jim; Williams, Lynda
Subject: Spot - Preempt: Crossroads Grass Root Political - 49218

Station: WKRC-TV

Order Information:

Order #: 49218
Order Total: \$85,450.00
Agency: Mentzer Media Services
Advertiser: Crossroads Grass Root Political
Product: CROSSROADS GPS
Alternate Order #: 09790984
Estimate #: 1217
Flight Dates: 08/15/12 - 08/21/12
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (49218-24-1):

Rate: \$1,200.00
Air Date: Mon 08/20/12
Eligible Days: MT-----
Inventory Code: M-F 7p-730p
Inventory Description: M-F 7p-730p
Inventory Code Time: 7:00 PM-7:30 PM
Spot Type: NM
Length: :30
Channel(s): [1] WKRC
Priority: Preemptible w/ Notice
Preempt Reason: No Avail

1x Sat 7-8p
8/21 @ \$600
1x Sat 6-6:30p
on 8/21 @ \$600

Spot Manager: All, 08/15/12-08/22/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descript	Estimate #	Priority	Spot #	AE
Advertiser: Crossroads Grass Root Political												
Agency: Mentzer Media Services												
Station: WKRC-TV												
Order: 49218												
Line: 1												
08/15/12	Wednesday	11:44:23 AM	:30	\$450.00	OHSNT\	CBS This Morning	7:00 AM-9:00 AM	CROSSROADS GPS	1217	P-2	1	MWASH
08/15/12	Wednesday	11:16:36 AM	:30	\$450.00	OHSNT\	CBS This Morning	7:00 AM-9:00 AM	CROSSROADS GPS	1217	P-2	5	MWASH
08/16/12	Thursday	11:18:44 AM	:30	\$450.00	OHSNT\	CBS This Morning	7:00 AM-9:00 AM	CROSSROADS GPS	1217	P-2	2	MWASH
08/16/12	Thursday	11:53:01 AM	:30	\$450.00	OHSNT\	CBS This Morning	7:00 AM-9:00 AM	CROSSROADS GPS	1217	P-2	6	MWASH
08/17/12	Friday	11:47:34 AM	:30	\$450.00	OHSNT\	CBS This Morning	7:00 AM-9:00 AM	CROSSROADS GPS	1217	P-2	3	MWASH
08/17/12	Friday	11:59:25 AM	:30	\$450.00	OHSNT\	CBS This Morning	7:00 AM-9:00 AM	CROSSROADS GPS	1217	P-2	4	MWASH
											6	
Line: 2												
08/15/12	Wednesday	11:59:22 PM	:30	\$500.00	OHSNT\	Let's Make a Deal	3:00 PM-4:00 PM	CROSSROADS GPS	1217	P-2	2	MWASH
08/16/12	Thursday	11:58:39 PM	:30	\$500.00	OHSNT\	Let's Make a Deal	3:00 PM-4:00 PM	CROSSROADS GPS	1217	P-2	1	MWASH
08/17/12	Friday	11:59:21 PM	:30	\$500.00	OHSNT\	Let's Make a Deal	3:00 PM-4:00 PM	CROSSROADS GPS	1217	P-2	3	MWASH
											3	
Line: 3												
08/15/12	Wednesday	11:54:05 PM	:30	\$1,200.00	OHSNT\	4p Local 12 News at Fc	4:30 PM-5:00 PM	CROSSROADS GPS	1217	P-2	1	MWASH
08/16/12	Thursday	11:52:48 PM	:30	\$1,200.00	OHSNT\	4p Local 12 News at Fc	4:30 PM-5:00 PM	CROSSROADS GPS	1217	P-2	2	MWASH
08/17/12	Friday	11:42:26 PM	:30	\$1,200.00	OHSNT\	4p Local 12 News at Fc	4:30 PM-5:00 PM	CROSSROADS GPS	1217	P-2	3	MWASH
											3	
Line: 4												
08/15/12	Wednesday	11:37:29 PM	:30	\$1,500.00	OHSNT\	5p Local 12 News at Fi	5:30:00 PM-6:00:00 F	CROSSROADS GPS	1217	P-2	2	MWASH
08/16/12	Thursday	11:52:09 PM	:30	\$1,500.00	OHSNT\	5p Local 12 News at Fi	5:30:00 PM-6:00:00 F	CROSSROADS GPS	1217	P-2	1	MWASH
08/17/12	Friday	11:57:13 PM	:30	\$1,500.00	OHSNT\	5p Local 12 News at Fi	5:30:00 PM-6:00:00 F	CROSSROADS GPS	1217	P-2	3	MWASH
											3	
Line: 5												
08/15/12	Wednesday	11:12:09 PM	:30	\$1,600.00	OHSNT\	6p Local 12 News at Si	6:00 PM-6:30 PM	CROSSROADS GPS	1217	P-2	3	MWASH
08/16/12	Thursday	11:07:53 PM	:30	\$1,600.00	OHSNT\	6p Local 12 News at Si	6:00 PM-6:30 PM	CROSSROADS GPS	1217	P-2	2	MWASH
08/17/12	Friday	11:24:13 PM	:30	\$1,600.00	OHSNT\	6p Local 12 News at Si	6:00 PM-6:30 PM	CROSSROADS GPS	1217	P-2	1	MWASH
											3	
Line: 6												
08/15/12	Wednesday	11:20:56 PM	:30	\$1,200.00	OHSNT\	M-F 7p-730p	7:00 PM-7:30 PM	CROSSROADS GPS	1217	P-2	1	MWASH
08/16/12	Thursday	11:20:18 PM	:30	\$1,200.00	OHSNT\	M-F 7p-730p	7:00 PM-7:30 PM	CROSSROADS GPS	1217	P-2	3	MWASH
08/17/12	Friday	11:21:51 PM	:30	\$1,200.00	OHSNT\	M-F 7p-730p	7:00 PM-7:30 PM	CROSSROADS GPS	1217	P-2	2	MWASH
											3	
Line: 7												
08/15/12	Wednesday	11:40:45 PM	:30	\$1,200.00	OHSNT\	M-F 730p-8p	7:30 PM-8:00 PM	CROSSROADS GPS	1217	P-2	1	MWASH
08/16/12	Thursday	11:54:33 PM	:30	\$1,200.00	OHSNT\	M-F 730p-8p	7:30 PM-8:00 PM	CROSSROADS GPS	1217	P-2	2	MWASH
08/17/12	Friday	11:39:35 PM	:30	\$1,200.00	OHSNT\	M-F 730p-8p	7:30 PM-8:00 PM	CROSSROADS GPS	1217	P-2	3	MWASH
											3	
Line: 8												
08/15/12	Wednesday	11:30:52 XM	:30	\$650.00	OHSNT\	Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	1217	P-2	5	MWASH

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 08/15/12-08/22/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
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Advertiser: Crossroads Grass Root Political

Agency: Mentzer Media Services

Station: WKRC-TV

Order: 49218

Line: 8

08/15/12	Wednesday	:47:11 PM	:30	\$650.00	OHSNT\	Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	1217	P-2	1	MWASH
08/16/12	Thursday	:56:40 PM	:30	\$650.00	OHSNT\	Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	1217	P-2	2	MWASH
08/16/12	Thursday	:31:24 XM	:30	\$650.00	OHSNT\	Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	1217	P-2	4	MWASH
08/17/12	Friday	:15:16 XM	:30	\$650.00	OHSNT\	Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	1217	P-2	6	MWASH
08/17/12	Friday	:51:25 PM	:30	\$650.00	OHSNT\	Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	1217	P-2	3	MWASH

\$3,900.00

6

Line: 9

08/15/12	Wednesday	:13:35 PM	:30	\$1,800.00	OHSNT\	11p M-Su Local 12 Nev	11:00 PM-11:35 PM	CROSSROADS GPS	1217	P-2	1	MWASH
08/16/12	Thursday	:30:29 PM	:30	\$1,800.00	OHSNT\	11p M-Su Local 12 Nev	11:00 PM-11:35 PM	CROSSROADS GPS	1217	P-2	2	MWASH
08/17/12	Friday	:17:41 PM	:30	\$1,800.00	OHSNT\	11p M-Su Local 12 Nev	11:00 PM-11:35 PM	CROSSROADS GPS	1217	P-2	4	MWASH
08/18/12	Saturday	:24:17 PM	:30	\$1,800.00	OHSNT\	11p M-Su Local 12 Nev	11:00 PM-11:35 PM	CROSSROADS GPS	1217	P-2	3	MWASH
08/19/12	Sunday	:33:12 PM	:30	\$1,800.00	OHSNT\	11p M-Su Local 12 Nev	11:00 PM-11:35 PM	CROSSROADS GPS	1217	P-2	5	MWASH

\$9,000.00

5

Line: 10

08/16/12	Thursday	:49:03 PM	:30	\$6,000.00	OHSNT\	Thu Reg 2	9:00 PM-10:00 PM	CROSSROADS GPS	1217	P-2	1	MWASH
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\$6,000.00

1

Line: 11

08/16/12	Thursday	:34:42 PM	:30	\$4,500.00	OHSNT\	Thu Reg 3	10:00 PM-11:00 PM	CROSSROADS GPS	1217	P-3	1	MWASH
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\$4,500.00

1

Line: 12

08/17/12	Friday	:49:33 PM	:30	\$3,500.00	OHSNT\	Fri Reg 2	9:00 PM-10:00 PM	CROSSROADS GPS	1217	P-2	1	MWASH
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\$3,500.00

1

Line: 13

08/18/12	Saturday	:34:07 PM	:30	\$1,000.00	OHSNT\	Sat Reg 2	9:00 PM-10:00 PM	CROSSROADS GPS	1217	P-3	1	MWASH
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\$1,000.00

1

Line: 14

08/18/12	Saturday	:30:00 PM	:30	\$1,800.00	OHSNT\	Sat Reg 3	10:00 PM-11:00 PM	CROSSROADS GPS	1217	P-3	1	MWASH
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\$1,800.00

1

Line: 15

08/19/12	Sunday	:55:47 PM	:30	\$750.00	OHSNT\	630p Local 12 News St	6:30 PM-7:00 PM	CROSSROADS GPS	1217	P-3	1	MWASH
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\$750.00

1

Line: 16

08/19/12	Sunday	:56:55 PM	:30	\$3,500.00	OHSNT\	Sun Reg 1	7:00 PM-8:00 PM	CROSSROADS GPS	1217	P-2	1	MWASH
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\$3,500.00

1

Line: 17

08/19/12	Sunday	:36:00 PM	:30	\$3,000.00	OHSNT\	Sun Reg 4	10:00 PM-11:00 PM	CROSSROADS GPS	1217	P-2	1	MWASH
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\$3,000.00

1

Line: 18

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 08/15/12-08/22/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Crossroads Grass Root Political												
Agency: Mentzer Media Services												
Station: WKRC-TV												
Order: 49218												
Line: 18												
08/19/12	Sunday	:43:27 PM	:30	\$550.00	OHSNT\	Sun 1135p-1205a	11:35 PM-12:05 XM	CROSSROADS GPS	1217	P-2	1	MWASH
											1	
Line: 19												
08/20/12	Monday	:28:57 AM	:30	\$450.00	OHSNT\	CBS This Morning	7:00 AM-9:00 AM	CROSSROADS GPS	1217	P-2	1	MWASH
08/21/12	Tuesday	:29:11 AM	:30	\$450.00	OHSNT\	CBS This Morning	7:00 AM-9:00 AM	CROSSROADS GPS	1217	P-2	2	MWASH
08/21/12	Tuesday	:46:10 AM	:30	\$450.00	OHSNT\	CBS This Morning	7:00 AM-9:00 AM	CROSSROADS GPS	1217	P-2	3	MWASH
											3	
Line: 20												
08/20/12	Monday	:26:02 PM	:30	\$500.00	OHSNT\	Let's Make a Deal	3:00 PM-4:00 PM	CROSSROADS GPS	1217	P-2	1	MWASH
08/21/12	Tuesday	:59:12 PM	:30	\$500.00	OHSNT\	Let's Make a Deal	3:00 PM-4:00 PM	CROSSROADS GPS	1217	P-2	2	MWASH
											2	
Line: 21												
08/20/12	Monday	:43:12 PM	:30	\$1,200.00	OHSNT\	4p Local 12 News at Fc	4:30 PM-5:00 PM	CROSSROADS GPS	1217	P-2	2	MWASH
08/21/12	Tuesday	:43:51 PM	:30	\$1,200.00	OHSNT\	4p Local 12 News at Fc	4:30 PM-5:00 PM	CROSSROADS GPS	1217	P-2	1	MWASH
											2	
Line: 22												
08/20/12	Monday	:42:01 PM	:30	\$1,500.00	OHSNT\	5p Local 12 News at Fi	5:30:00 PM-6:00:00 F	CROSSROADS GPS	1217	P-2	1	MWASH
08/21/12	Tuesday	:42:07 PM	:30	\$1,500.00	OHSNT\	5p Local 12 News at Fi	5:30:00 PM-6:00:00 F	CROSSROADS GPS	1217	P-2	2	MWASH
											2	
Line: 23												
08/20/12	Monday	:12:33 PM	:30	\$1,600.00	OHSNT\	6p Local 12 News at Si	6:00 PM-6:30 PM	CROSSROADS GPS	1217	P-2	2	MWASH
08/21/12	Tuesday	:28:16 PM	:30	\$1,600.00	OHSNT\	6p Local 12 News at Si	6:00 PM-6:30 PM	CROSSROADS GPS	1217	P-2	1	MWASH
											2	
Line: 24												
08/21/12	Tuesday	:28:34 PM	:30	\$1,200.00	OHSNT\	M-F 7p-730p	7:00 PM-7:30 PM	CROSSROADS GPS	1217	P-2	2	MWASH
											1	
Line: 25												
08/20/12	Monday	:41:15 PM	:30	\$1,200.00	OHSNT\	M-F 730p-8p	7:30 PM-8:00 PM	CROSSROADS GPS	1217	P-2	2	MWASH
08/21/12	Tuesday	:58:56 PM	:30	\$1,200.00	OHSNT\	M-F 730p-8p	7:30 PM-8:00 PM	CROSSROADS GPS	1217	P-2	1	MWASH
											2	
Line: 26												
08/20/12	Monday	:51:37 PM	:30	\$650.00	OHSNT\	Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	1217	P-2	1	MWASH
08/21/12	Tuesday	:11:15 XM	:30	\$650.00	OHSNT\	Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	1217	P-2	2	MWASH
											2	
Line: 27												
08/20/12	Monday	:23:07 PM	:30	\$1,800.00	OHSNT\	11p M-F Local 12 News	11:00 PM-11:35 PM	CROSSROADS GPS	1217	P-2	2	MWASH
08/21/12	Tuesday	:19:57 PM	:30	\$1,800.00	OHSNT\	11p M-F Local 12 News	11:00 PM-11:35 PM	CROSSROADS GPS	1217	P-2	1	MWASH
											2	

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 08/15/12-08/22/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Crossroads Grass Root Political												
Agency: Mentzer Media Services												
Station: WKRC-TV												
Order: 49218												
Line: 28												
08/21/12	Tuesday	1:43:40 PM	:30	\$3,000.00	OHSNTV	Tue Reg 3	10:00 PM-11:00 PM	CROSSROADS GPS	1217	P-2	1	MWASH
				\$3,000.00								1
				\$84,250.00								63
				\$84,250.00								63
				\$84,250.00								63
				\$84,250.00								63
				\$84,250.00								63

[Filtered by:] [Sorted by: Station]